

Message Text

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PAGE 01 STATE 140597

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ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 EB-05 FBO-01 RSC-01 A-01 /019 R

66610

DRAFTED BY: COM/DIBA/OIM/LAD:TJOHNSON:DFH

APPROVED BY: EB/OCA/REP:MWDONOVAN

COM/DIBA/OIM/LAD:BJCAHILL

COM/DIBA/OIM:EJKRAUSE DIR

STATE/FBO:RGRAY

----- 078396

R 282122Z JUN 74

FM SECSTATE WASHDC

TO AMEMBASSY BRASILIA

AMCONSUL RIO DE JANEIRO

INFO AMCONSUL SAO PAULO

UNCLAS STATE 140597

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJ: PROPOSED EXHIBITION FACILITY IN RIO DE JANEIRO

REF: RIO DE JANEIRO A-58

1. IN RESPONSE TO EMBASSY PROPOSAL, COMMERCE RECOMMENDS THAT INSTRUMENTATION SOLO EXHIBITION SCHEDULED FOR RIO DE JANEIRO JUNE 1975 BE HELD IN THE CONSULATE GENERAL FACILITY. THE REFURBISHMENT COSTS FOR TRADE PROMOTION ACTIVITIES WOULD BE UNDERTAKEN AS PART OF THE SOLO EXHIBITION BUDGET. COMMERCE FEELS THAT USE OF THE RIO FACILITY WOULD PROVIDE AN INTERIM STEP TO INTRODUCE U.S. SUPPLIERS TO THE BRAZILIAN MARKET WHILE PREPARING FOR THE ESTABLISHMENT OF A PERMANENT TRADE CENTER IN SAO PAULO, REQUESTED IN THE FY 1976 BUDGET, BUT STILL TWO AND A HALF YEARS FROM OPERATION.

2. THE REFURBISHED FACILITY COULD BE USED AS A SITE FOR FUTURE EXHIBITIONS, JEEP'S, BSP'S AND MERCHANDISE DISPLAYS WHILE AWAITING THE SAO PAULO CENTER.

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3. AS A FIRST STEP TOWARD CONSIDERING THE USE OF THE RIO FACILITY FOR THE SITE OF SOLO EXHIBITION ANJ OTHER LONGER RANGE USES. COMMERCE PROPOSES THAT AN OIM DESIGNER TRAVEL TO RIO TO MAKE A PRELIMINARY SITE SURVEY. HE WILL MAKE RECOMMENDATIOONS ON USE, DESIGN ALTERNATIVES AND COST ESTIMATES WHICH WOULD BE BASED ON CONVERSION OF AREA FOR A 25-30 COMPANY EXHIBITION.

4. SUGGEST WEEK OF JULY 15 AS PERIOD FOR DESIGNER'S VISIT. PROPOSAL IS UNDER REVIEW WITH FBO.

5. REQUEST POST CONFIRM SUGGESTED DATE. SISCO

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Draft Date: 28 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE140597
Document Source: CORE
Document Unique ID: 00
Drafter: COM/DIBA/OIM/LAD:TJOHNSON:DFH
Enclosure: n/a
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Errors: N/A
Film Number: D740173-0134
From: STATE
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ISecure: 1
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30 JUN 2005

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Review Withdrawn Fields: n/a
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TAGS: BEXP, BR
To: BRASILIA RIO DE JANEIRO
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005